Section One: Introduction

Apple Logo Identity Guide

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Protecting the
Apple investment

The Apple logo is an essential element in identifying you as an Authorised Apple location and supplier of Apple products and services. You can help protect the value of the Apple image by using the Apple logo and other Apple graphics correctly.

Whenever people see the Apple logo, they're looking at one of the world's best known - and most popular icons. Most people see Apple in a positive light, and that's no accident.

The positive associations surrounding Apple grow out of our products, our values and our communications. Simple, clear communications are an essential part of Apple. They confirm the difference between us and our competitors.

In addition to the Apple logo, there are two other tools which clearly identify Apple in any communication - the Apple signature and the Apple typeface - and their consistent use is important in building clear communications.

Used correctly and consistently, these three tools combine to create a look and feel that is uniquely Apple. We have provided a CDROM with the typeface, logos & signatures (see the 'Resources' section for CD contents).

A brief history of the Apple logo

Apple Computer

A brief history of the Apple logo

Yes, it really began in a garage in 1976 when two guys named Steve, (Wozniak and Jobs), built a small computer.

The truth is, they started the project because they wanted to make something spectacular to show their friends. And maybe they could sell a few computers too.

Since then, their computers have made friends around the world. And the company they started has sold quite a few computers – more than 20 million to date.

A brief history of the Apple logo

1976

Apple Founded
- the first logo

Along the way, the company and the computer needed a name. Jobs and Wozniak wanted one that would put them first in the 'Computers' section of the phone book. They wanted a simple, memorable, friendly name that didn't conjure up a picture of a typical electronics firm. The popularity of natural foods was growing and the Apple was a fruit that Jobs was particularly fond of.

They picked 'Apple' as it represented something healthy, fresh and natural. Somebody mentioned that Newton's discovery of gravity was inspired by a falling apple. And thus was born Apple's first logo.

1977

In 1977 the colourful rainbow-apple logo was introduced. Rainbow colours were used as the colours of the rainbow generate positive feelings. It also makes the logo stand out amongst other corporate logos.

A brief history of the Apple logo

The bite was taken out to represent the 'byte' in the computer. Since then the logo has undergone some subtle modifications in shape and several typographic changes.

1978

In 1978 the word 'Apple' was incorporated into the apple itself to form a one-piece logo. This was the form used for the next five years until just before the release of the first Macintosh.

1983

In 1983 the word Apple was moved to just below the symbol and some more subtle changes in the shape of the apple continued.

A brief history of the Apple logo

1984

Apple

In 1984 the shape of the apple changed once again and a new typeface, Apple Garamond, was designed to accompany the logo. Minimal changes have occurred since then, and the Apple Garamond typeface is now used as text in most of the Apple literature. Another font, Helvetica Neue by Adobe Inc. was recommended as a complementary range of typefaces for text and headings (see pages 2.12 to 2.14 in 'The Logo' section).

Apple Garamond - Book (A specially drawn version of Garamond)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
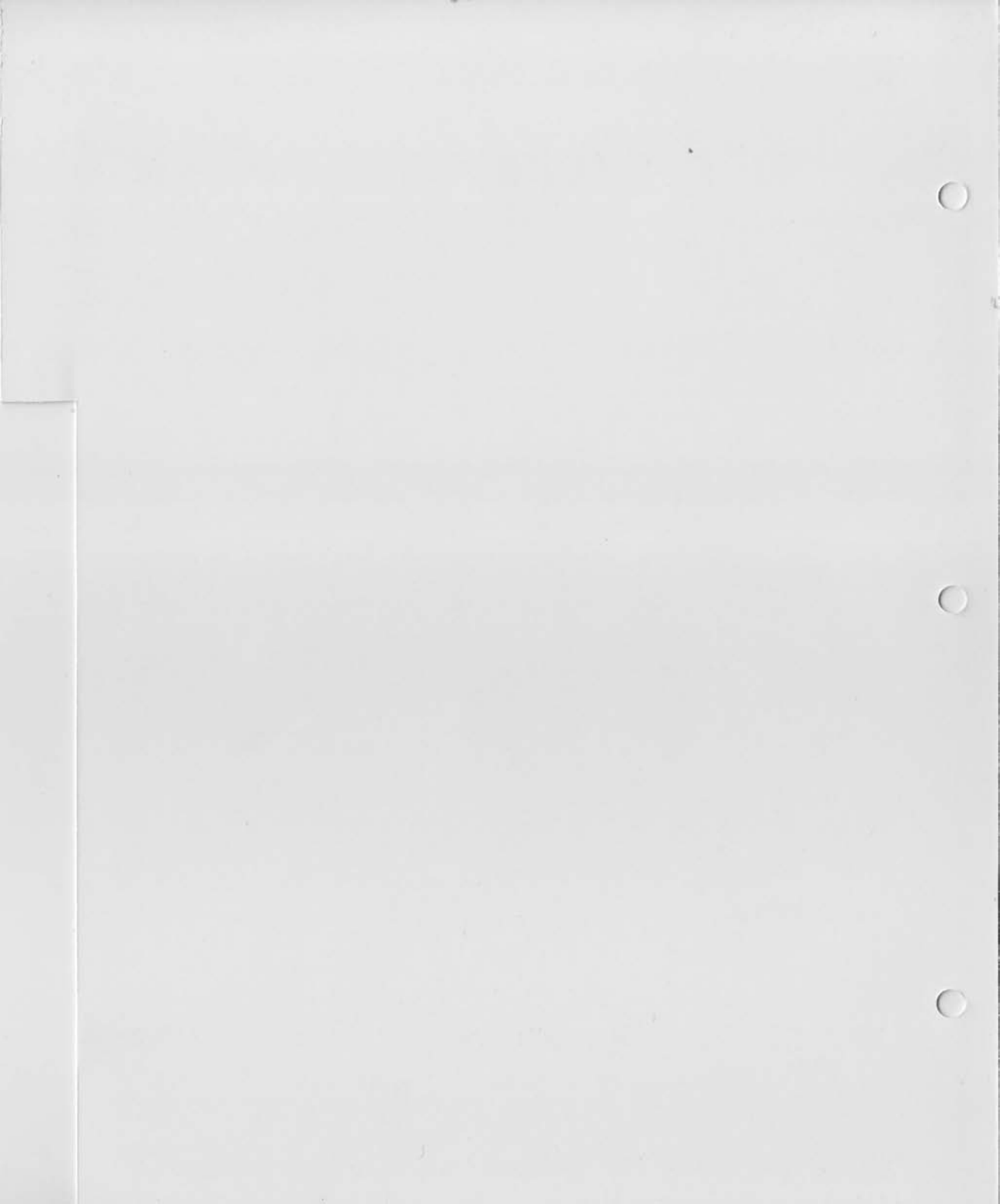abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 1 95 - Black (Adobe Font No. 59)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Section Two: The Logo

Apple
Logo
Identity
Guide

'No Go' versions
of the logo

It is vitally important in retaining Apple's image that you avoid versions of the logo which do not conform to the 'clear space' and colour guidelines outlined in this section.

The various logo versions and methods of usage shown on the following pages give guidance in **how not to apply** the Apple logo.

'No Go' versions
of the logo

1.

4.

2.

5.

3.

6.
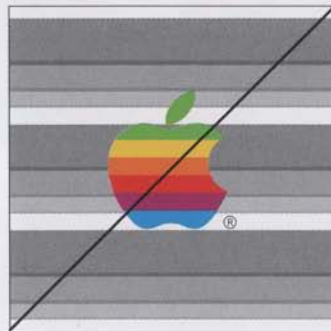
1. No greyscale versions
2. No coloured backgrounds
3. No shape distortion
4. No low-contrast backgrounds
5. No changing spectrum colours
6. No patterned backgrounds

7. No logos used as bullets
8. No heavily textured backgrounds
9. No perspective or skewed versions
10. No logos used as borders or patterns
11. No type laid over the logo
12. No outlines added to the logo

7.

 Computers

 Printers

 Monitors

10.

Get your
Macs Here

8.

11.

XYZ
Computers

9.

12.
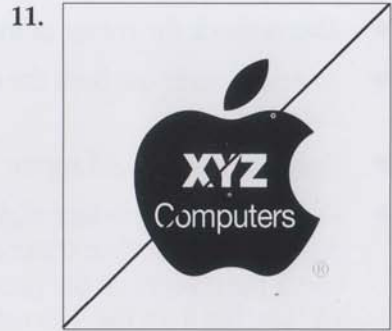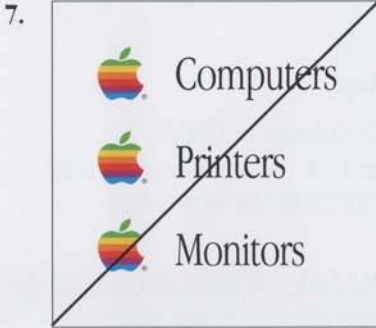
Apple logo rules

Maintaining consistency in the use of the Apple logo is essential for us. That's why we developed some rules to assist you when using the Apple logo in your work.

- Do not re-draw or alter the logo in any way.
- When printing the logo, use only the PMS colours or CMYK percentages shown in this binder and used for the logos included on the CD. (see pages 2.9 to 2.11 and CD Contents in the Resources section).
- Do not substitute colours or rearrange the order of the colours. And do not use the spectrum colours as a 'rainbow' design in any other graphics. They are reserved for use on the Apple logo only.
- Always check the colour of the logo when printing it.
- As a rule, never use both the colour logo and the one-colour logo in the same piece.
- Only one logo should appear on any one surface of your design.
- Remember, inks produce slightly different results depending on the paper stock or surface material you are printing on. For best results, check the colours on the press and give your printer the colour 'tear-off' patches from the 'Resources' section at the back of this binder.
- Do not use the Apple logo as a 'bullet' within text.
- Do not use multiple repeated logos close together to form patterns, chains or borders of any kind.
- Do not use the logo as a background for text or headings.
- Make sure there is enough clear space around the logo. (see pages 2.6 and 2.8 in this section)

To ensure accuracy of reproduction, wherever possible please use the logos on the enclosed CD or the 'cut & paste' logos provided in the 'Resources' section at the back of this binder.

The Apple signature

Apple has developed signatures incorporating the Apple logo for use by your location. Please use only the signature representing the relationship authorised by your contract with Apple.

Apple signatures can be used in both horizontal and vertical configurations. The version you choose will depend on your layout. The alternative vertical signature shown on the following page is used on square signage or on any layout that has limited horizontal space.

Signatures can use either the spectrum or the one-colour Apple logo.

Always use the electronic or 'cut & paste' signatures provided. Never alter an Apple signature in any way.

The Apple signature is shown on the next page in the horizontal and vertical forms, but the words that describe your company's relationship with Apple would be substituted.

N.B. Correct signatures are supplied in electronic form on the enclosed CD or in 'cut & paste' form in the 'Resources' section at the back of this binder.

Please try to maintain the relative sizes and distances between the elements of the signature as shown on the following page.

The Apple 'signature'

The words underneath or alongside the logo should be the ones that describe your relationship with Apple. Please try to retain similar spacing and sizes between the logo and the wording, including the white space around them. Use the electronic signatures provided on the CD wherever possible.

Vertical Signature:

Authorised Reseller

The vertical signature is used when there is limited horizontal space in your layout.

Horizontal Signature:

Authorised Reseller

N.B. Please note that the Apple Garamond typeface is not to be used for headings and/or other text except by Apple Computer.

The Apple 'signature'

As you are aware, you have entered into a legal agreement with Apple Computer that guarantees you will use the Apple logo appropriately in your business. This binder and CD is designed to help you fulfil that agreement with guidelines, examples and resources to enable you to use the Apple logo effectively, correctly and consistently.

Do not use the Apple logo with just the word 'Apple'.

Always use your full signature title eg. 'Authorised Reseller'.
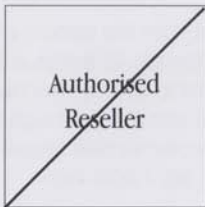
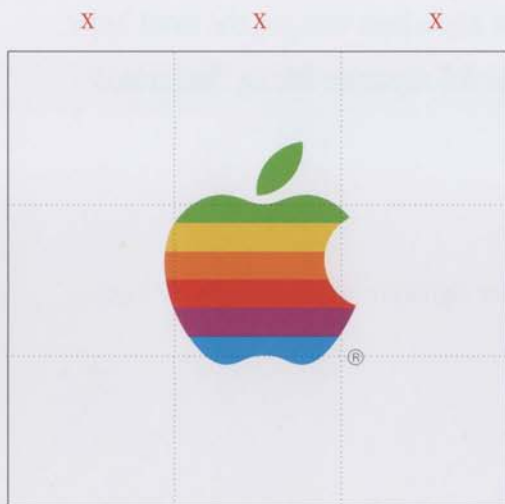Do not use your signature without an Apple logo.

Do not use the Apple logo with your company's name beneath it.

Logo clear space

White space is an integral part of the Apple look. Keep the area around the logo clean and uncluttered.

Graphics, type, photographs and illustrations should not enter the clear space area (shown here).

X   X   X

X

The 'x - height' of the Apple logo

This is measured from the bottom of the green dimple to the top of the blue dimple. This measurement is usually used as the cap-height of the text in Apple signatures, as well as the recommended space which should surround any Apple logo.

The 'x' dimensions shown in the diagram = the height of the body of the Apple logo, known in typography as the 'x-height' (deriving from the height of the lower-case letter x in any type font). The clear space around any logo should equal the x-height on all sides of the logo.

Minimum recommended x-height size for the logo is 7mm and the absolute minimum allowed is 4mm.

The same clear space rule also applies to the one-colour Apple logo.

Apple logo colours

It's important that the Apple spectrum logo be placed only on black, white or off-white backgrounds. In certain applications, such as exhibits and product labels, a light grey background can be used.

Use the one colour version of the Apple logo (black, white, red or grey), only when you can't afford to print the spectrum logo or when your layout warrants a simple colour design. The black version may be printed on any light coloured background.

In addition to printing, the Apple spectrum logo can be produced using a variety of methods, such as silk screening, embroidery or moulded plastic.

The Apple one-colour logo can also be printed in metallic gold or silver. It can be blind embossed or debossed or etched on glass. It can be laser-cut into materials. It can be printed or embroidered on fabric.

These guidelines also apply to the use of Apple signatures in which the words should be black or white according to the contrast of the background colour.

N.B. Always remember that quality control is vitally important. Check the logo when it is being produced to ensure that the colours, shape and size are accurate.

Pre-Press and printing guidelines

The Apple spectrum logo on the opposite page is printed with six Pantone colours. This version is generally too expensive to print for most jobs, especially when colour photographs may be involved. You may choose to print using the four process colours (CMYK). **See opposite page for a chart of CMYK percentages formulated by Apple Computer. These are different from the standard Pantone CMYK conversion percentages.**

When printing in four-colour process, the 'line screen' (otherwise known as lpi - lines per inch), will vary according to the paper, the printing process and the quality required. The four logos below are printed at different 'screen rulings' to show the effect on the logo colours. Usually the finer screen rulings will produce slightly darker logo colours.

85 line screen (85 lpi)
This screen ruling is usually used for newspaper printing.
The wider screen allows for the more absorbent paper used.

133 line screen (133 lpi)
This screen ruling is usually used for magazine printing.

150 line screen (150 lpi)
This screen ruling is used for brochures etc.

200 line screen (200 lpi)
This screen ruling is used for high quality print jobs although 'coffee-table' books can sometimes be higher than 200.

Pre-Press and printing guidelines

Special 6 colour logo

Much of the strength of the Apple logo comes from its vibrant colours. Where possible use the Pantone* colours indicated below. These colours are not reproducible accurately in the four colour process, but the CMYK equivalents shown here should be used.

Process colour inks vary in different countries, so please supply the colour 'tear-off' patches to your printer as a guide to help achieve reproduction close to the six-colour version printed below.

Please make sure that:

A. The space between the Apple and the leaf does not disappear at smaller sizes.

B. There are no overlapping colours and no white spaces between the colours.

C. The six bands are of equal width.

Refer to the 'cut and paste' logos in the Reference section and the electronic files on the CD.

Apple logo colour	PMS*	CMYK (Four-colour Process)			
1 Apple Green	368	C=60%	M=0%	Y=97%	K=0%
2 Apple Yellow	123	C=0%	M=13%	Y=97%	K=0%
3 Apple Orange	165	C=0%	M=57%	Y=97%	K=0%
4 Apple Red	186	C=2%	M=95%	Y=94%	K=0%
5 Apple Purple	253	C=33%	M=95%	Y=0%	K=0%
6 Apple Blue	299	C=97%	M=8%	Y=0%	K=0%

*Pantone Matching System, Pantone Inc.'s check standard for colour reproduction and colour reproduction materials

N B The percentages listed here are not Pantone's CMYK values, they have been specially developed by Apple Computer Inc.

Using the logo
& type fonts*

If you are considering producing a promotional item you will need to load the Apple Garamond fonts into your system folder before you begin. Also please refer to the 'Examples' section as a design guide for a wide range of items.

The Apple fonts are in various 'weights' from light, to book, to bold, and are sometimes used together with a font called Helvetica Neue (the 55 Roman weight is shown below). Both of these fonts can be found in the 'Fonts for your System' folder on the CD on the inside front cover of this binder.

Apple Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 2 55 Roman (Adobe font number 60)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Only Apple Computer is allowed to use the Apple Garamond font except when it is used as an Apple 'signature' (see pages 2.5 to 2.7)

Using the logo & type fonts

Apple Garamond has been our primary type font for more than ten years. Apple Garamond is a specially drawn version of Garamond. Do not substitute other versions of Garamond.

The CD included with this logo identity guide contains a copy of the three weights of the Apple Garamond font.

Apple Garamond Light *(and Light Italic)* — Primarily used for text, captions and headlines.

Apple Garamond Book *(and Book Italic)* — For most display applications (such as signs and some headlines), the book weight provides a heavier weight while retaining the elegant, classic letter forms.

Apple Garamond Bold *(and Bold Italic)* — For limited use to emphasise specific words, such as glossary entries.

Using the logo
& type fonts

Helvetica Neue is Apple's secondary type font. It is a sans serif type that offers a wide range of weights. The condensed versions can also be used in technical publications. The bold and black weights are ideal for headlines and sub-headlines.

The Helvetica Neue fonts are available from Adobe Inc.

Helvetica Neue 1 Black 95

This is ideal for headings and sub-headings.

Helvetica Neue 2 Bold 75

This is often used for secondary sub-headings.

Helvetica Neue 2 Roman 55

This is the standard font for Helvetica. It is sometimes used as secondary copy.

Using the logo
& type fonts

There are Apple logos available in two forms in this binder:

1) 'Cut & paste' logos.

The 'cut & paste' logos are specially printed on sheets in various sizes to enable easy paste-up of camera-ready artwork. They are stored in a plastic wallet in the 'Resources' section at the back of this binder. Extra copies of these can be ordered through Marcoms at Apple Computer Australia.

2) Electronic files

The electronic files are on the enclosed CD. Please refer to the guidelines for use of the logo and signatures in the various sections of this binder, (the 'No Go' versions of the logo on pages 2.1 to 2.3, and the Apple logo rules on page 2.4 are particularly important).

The files are in EPS format to help you produce items on computer. The logos and signatures can be placed or inserted into most word processing and desktop publishing programs. The Apple Garamond fonts are also included in the 'Fonts for your System' folder on the CD.

Apple logos in PICT and GIF formats have also been provided in the Apple Computer folder 'Solid (over 25mm)' and 'Spectrum (over 25mm)'. These have been produced using colour palettes that will not 'dither' when viewed with Macintosh or Windows operating systems and browsers.

Section Three: Variations

Apple
Logo
Identity
Guide
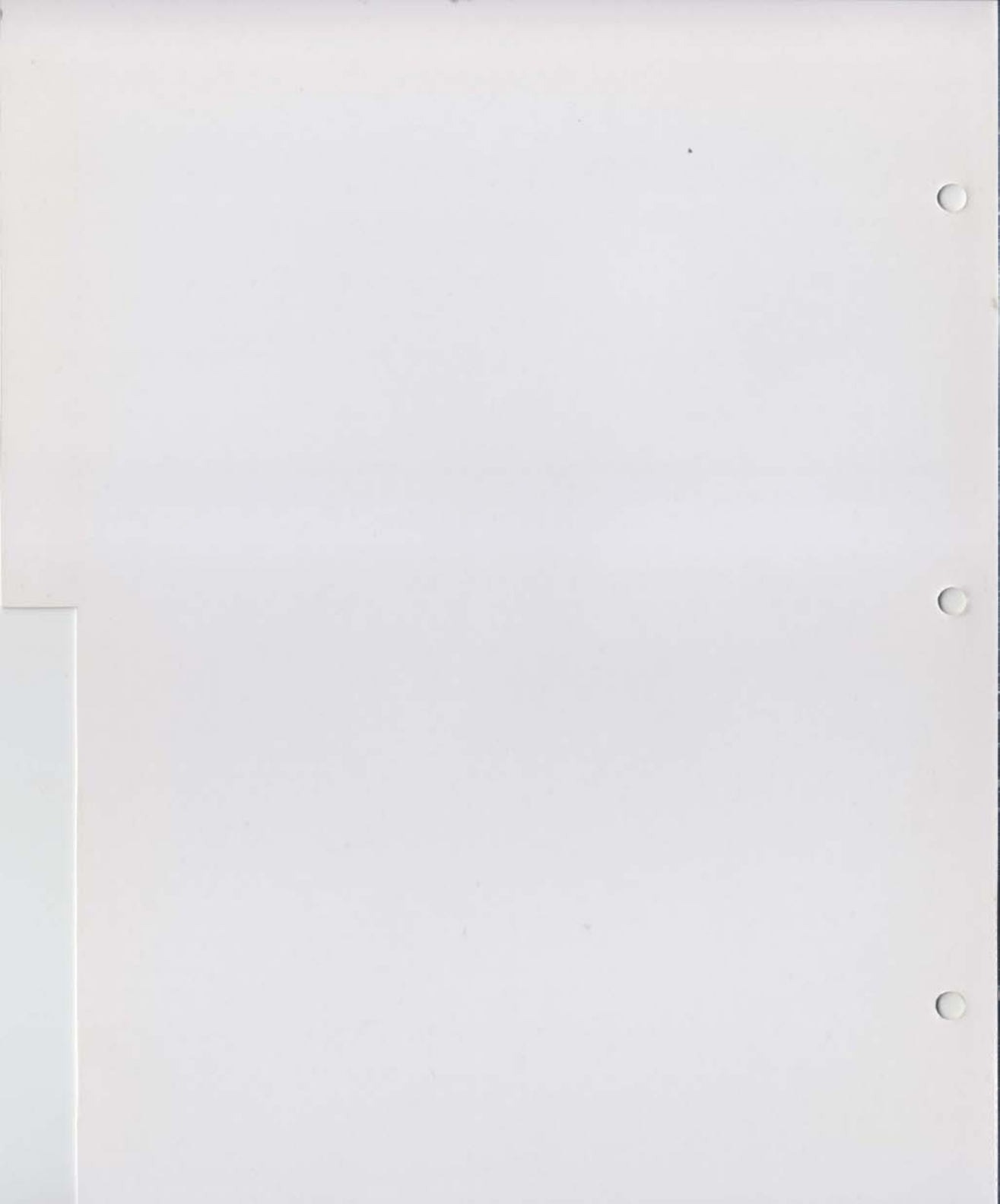
Variations in type font usage

The Apple Garamond type font comes in three 'weights', light, book and bold, with an italic version for each weight.

In both major desktop publishing programs (QuarkXPress and Adobe PageMaker), it is possible to 'track', 'kern' and 'horizontal scale' any type font. You can also easily alter the normal type specifications, such as size and line spacing (sometimes referred to as 'leading').

Tracking is the addition or reduction of space between all the letters in a word or whole pages of text. Kerning is the term used when space is added or removed between two individual letters only. Tracking varies according to the type size, but these examples give a guide for a 24pt headline.

This heading is tracked too loosely

(tracked plus 12 units in QuarkXPress)

This heading is tracked too tightly

(tracked minus 17 units in QuarkXPress)

This heading is tracked correctly

(tracked minus 9 units in QuarkXPress)

NB Tracking units vary in different programs, please use these examples as a visual guide.

VARIATIONS

Variations in type font usage

As well as the kerning and tracking variations, you have a horizontal scale option. This is only used on headings of 24pt and above. The table below gives a guide for a range of type sizes along with the recommended tracking values for each type size.

~~This heading is expanded~~

(24pt type horizontally scaled 175% - this is <u>not allowed</u> at any size for the Apple Garamond font)

~~This heading is too condensed~~

(horizontally scaled 60%)

This heading is horizontally scaled correctly

(horizontally scaled 98%)

This table shows the recommended tracking and horizontal scale values for a range of sizes using the Apple Garamond Light type font.

Type Size	7pt	8pt	10pt	12pt	14pt	16pt	18pt	20pt	24pt	36pt	40pt	48pt	52pt	56pt
Tracking	0	- 2	- 3	- 5	- 6	- 7	- 8	- 9	- 9	- 10	- 11	- 12	- 13	- 14
Horizontal Scale	100%	100%	100%	100%	100%	100%	100%	100%	98%	95%	92%	90%	90%	90%

Allowances should be made when using 'book' or 'bold' versions.

Using Apple
product images properly

Illustrations or photographs of Apple products can greatly enhance the impact of your advertising and marketing materials. Here are a few simple rules for using product images successfully.

Firstly if you are photographing Macintosh computers please have an appropriate image on the screen. To the right are examples in colour and black and white.

Latest shots can be found on ARPLE CD's available from the Marcoms department at Apple Computer Australia. Colour shots are scanned ready for reproduction and the black and white shots are drawn to ensure high quality reproduction.

Secondly, in promoting Apple products please do not make the product image so small that your customers cannot tell which product it is.

Power
Macintosh
8100/110

Using Apple
product images properly

Thirdly, do not show a blank monitor screen unless it measures less than 14 mm on its smallest side.
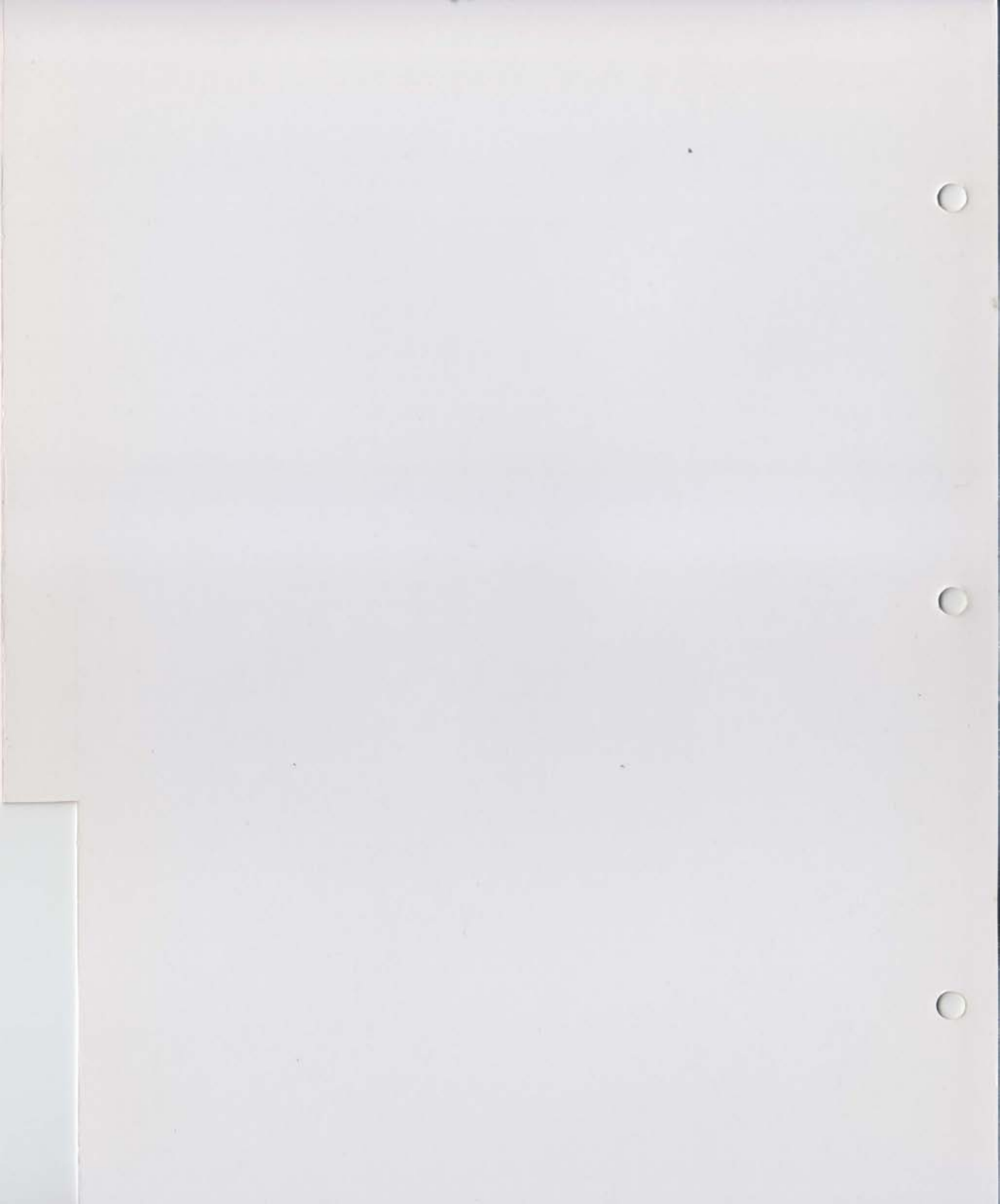

... and lastly, please try to be consistent when using illustrations and photography. Avoid mixing illustrations with photography and try not to mix product viewing angles as shown in the example below.

Apple PowerBook 540c

Power Macintosh 7100/80

Section Four: Examples

Apple Logo Identity Guide

Stationery

The following pages illustrate some of the applications in which you may use your Apple signature. The name XYZ Computers is used to show where your company name might be positioned. However, the layout may need to be radically altered according to the proportions and shape of your own logo etc.

XYZ Computers
71 Harris St Ultimo NSW 2007 Ph 9514 8916 Fax 9514 8787

XYZ Computers
71 Harris St Ultimo NSW 2007 Ph 9514 8916 Fax 9514 8787

With Compliments

XYZ Computers
71 Harris St Ultimo NSW 2007
Ph 9514 8916 Fax 9514 8787

Peter Weidner

 Authorised Reseller

 Authorised Reseller

 Authorised Reseller

Signage & instore

EXAMPLES

Signage & instore

Apple
Authorised Reseller

XYZ COMPUTERS

XYZ
COMPUTERS

Apple
Authorised Reseller

XYZ
COMPUTERS
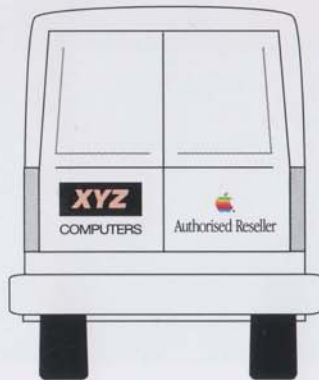
Apple
Authorised Reseller

Advertising & promotions

This is an example of a training website and mailer.

TOP TRAINING — the most comprehensive selection of Macintosh computer classes in the area. Most classes are offered every week; click here for a current schedule. We also provide on-site training by arangement.

Click below for more information on specific classes:

- Introduction to Macintosh
- Word Processing Programs
- Introduction to ClarisWorks
- Personal Finance Programs for Macintosh
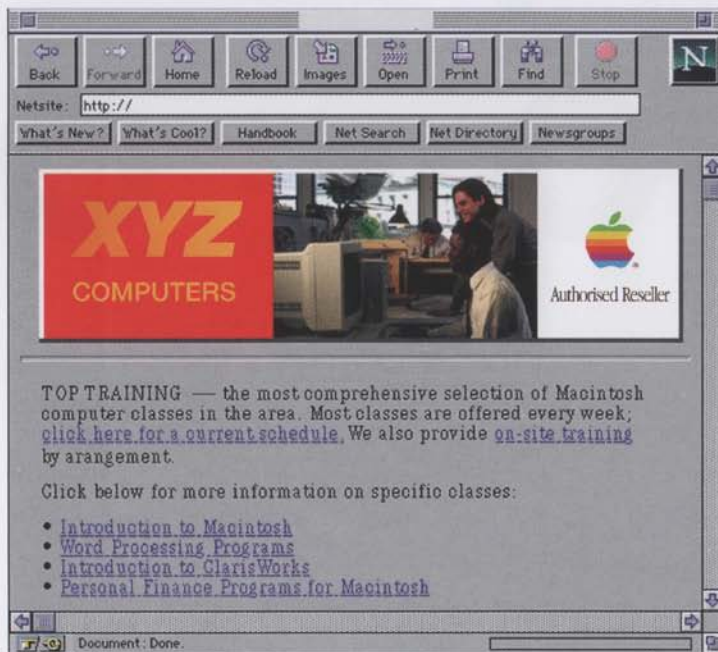
Advertising & promotions

Authorised Reseller

At XYZ Computers we are proud to announce that we have become an Authorised Apple Reseller.

This doesn't mean we only sell Apple computers, but it does mean that when we do, you'll get top quality service.

Being an Authorised Apple Reseller though doesn't mean we only sell computers. There is a vast range of software available for the Apple Macintosh computer - in Australia you can choose from over 6,500 titles and worldwide there are some 10,000 titles available. And software titles ranges from productivity business packages through to high-excitement games and educational titles.

The software titles displayed are developed by Apple Computer, which is just a small selection from our vast range available.
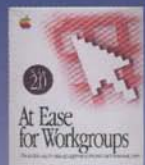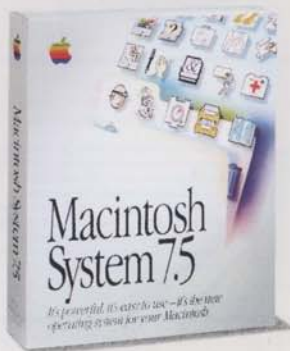
At Ease 2.0 for Workgroups

Earth Explorer

WiggleWorks

Japanese Language Kit

HyperCard 2.2

Apple Personal Diagnostics

XYZ Computers

123 Broad
Phone: (0
Freephon

EXAMPLES

EXAMPLES

24-hour delivery.
Guaranteed.

Rated the best for technical support • Free software with every order!
Corporate rates • Delivery within 24 hours, no matter how large your
order • Large selection of Apple hardware and software

The QuickTake 150 for Macintosh is a lightweight digital color camera that allows you to take 24-bit color pictures without using film—and quickly import them directly into your Macintosh computer.

The Apple LaserWriter 16/600 PS is a high-performance laser printer with exceptional print quality, speed, network compatibility, and expansion options that cannot be matched by other printers in its price range.

The Apple Color OneScanner offers high-quality scanning and single-button simplicity, for both professional and personal use. It comes with Ofoto scanning software, which ensures outstanding clarity and fidelity to the original image.

The Apple MessagePad 120 puts easy-to-use communications, productivity, and desktop connectivity solutions in the palm of your hand, no matter where you happen to be—in a meeting or on the road.

The Power Macintosh 8100/110 computer is one of Apple's most powerful desktop computers.
It provides phenomenal speed, along with ample storage capacity and expansion capabilities to handle your work now – and in the future. The RISC-based PowerPC 601 processor running at 110 megahertz makes this computer ideal for work that involves computation-intensive tasks, such as professional color publishing, computer-aided design, scientific visualization, and three-dimensional modeling.

Power
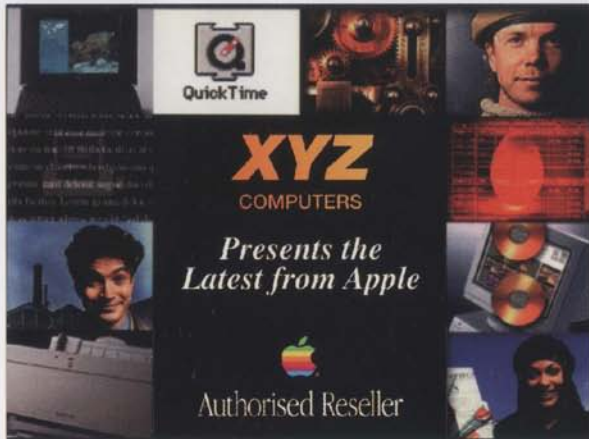Macintosh
8100/110

Call now! Free on 1 800 123 456

XYZ *Computers*

123 Broadway NSW 2007 Ph (02) 9514 8176 Fax (02) 9514 8787
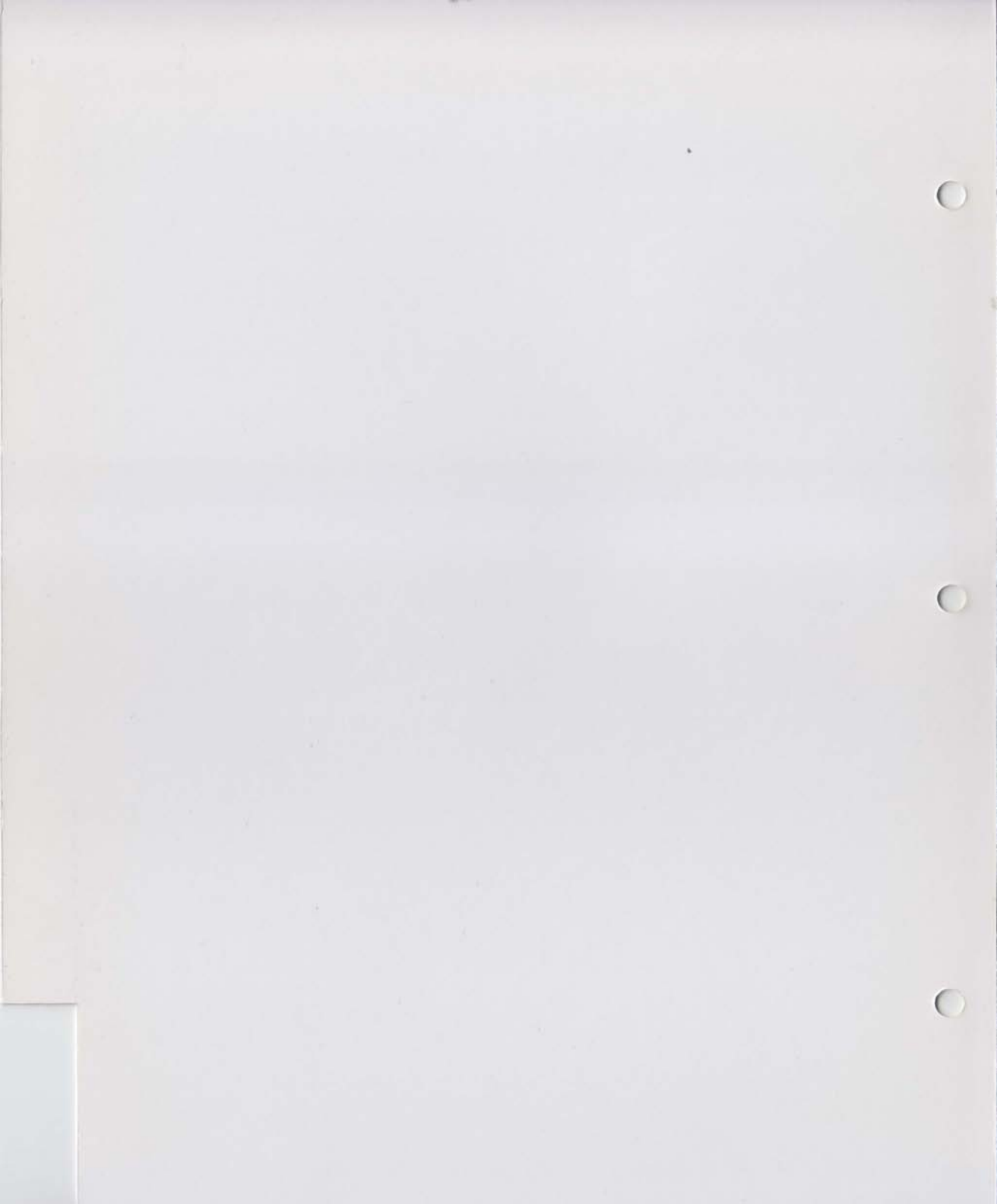
Authorised Reseller

Multimedia presentations

The Apple logo looks good on a black background on screen, but the guidelines on pages 2.1 to 2.9 should be followed for all screen presentations.

Section Five: Legalities

Apple Logo Identity Guide

Trademarks & Copyright

Trademark symbols and credit lines alert the reader that a word, a phrase or a logo is owned by a certain organisation and cannot be used without that organisation's permission. Proper trademark information is vital to preserving the identity of a product, a service, a marketing slogan or the like.

Apple's trademarks should be used as adjectives and not as nouns. The first time you use a trademark in an advertisement or other material, it should have an identifying noun such as "products" or "software" after it.

For example, "Apple products" or "Apple Macintosh system software".

Never use a trademark in the plural possessive form.

Do not write:"We have Macintoshes" use, "We have Macintosh computers." Instead of saying: "The Macintosh's interface makes computing easy," use "The Macintosh interface makes computing easy."

You may use the company's name, Apple, as a possessive adjective in sales and marketing materials that require a terse style. For example, you could say, "We have Apple's newest systems."

Generally, however, it should be unmodified when used as an adjective, such as "Apple representatives will be here on Saturday to demonstrate the latest Macintosh systems" ("Not Apple's representatives").

Whenever an Apple logo, logotype or signature appears in your advertisements, promotional materials or other marketing materials, you must include the appropriate trademark symbol next to the Apple logo.

Trademarks & Copyright

Never use the word "Apple" alone as a product name, such as "The new Apples are in". The correct way of wording that phrase would be: "The new Apple Macintosh computers are in". The company name Apple should always be used with the first mention of an Apple product, such as "Apple Macintosh computer."

Credit Lines

Credit lines are the legal fine print or mouse type that must appear whenever a company's trademarks appear on printed materials. Your credit lines should state that Apple, the Apple logo, and any other Apple trademarks you have used belong to Apple Computer Inc. Credit lines should be placed at the bottom of advertisements, and at the end of promotional materials and other multipage documents. Business cards, store signs, billboards, television ads, and on-screen materials created by Resellers do not need credit lines.

Registered and unregistered trademarks are handled differently in credit lines. Registered trademarks should be listed first in alphabetical order, followed by an alphabetical listing of unregistered trademarks.

A typical credit line would read: "Apple, the Apple logo and Macintosh are registered trademarks of Apple Computer Inc. Macintosh and the MacOS logo are trademarks of Apple Computer Inc."
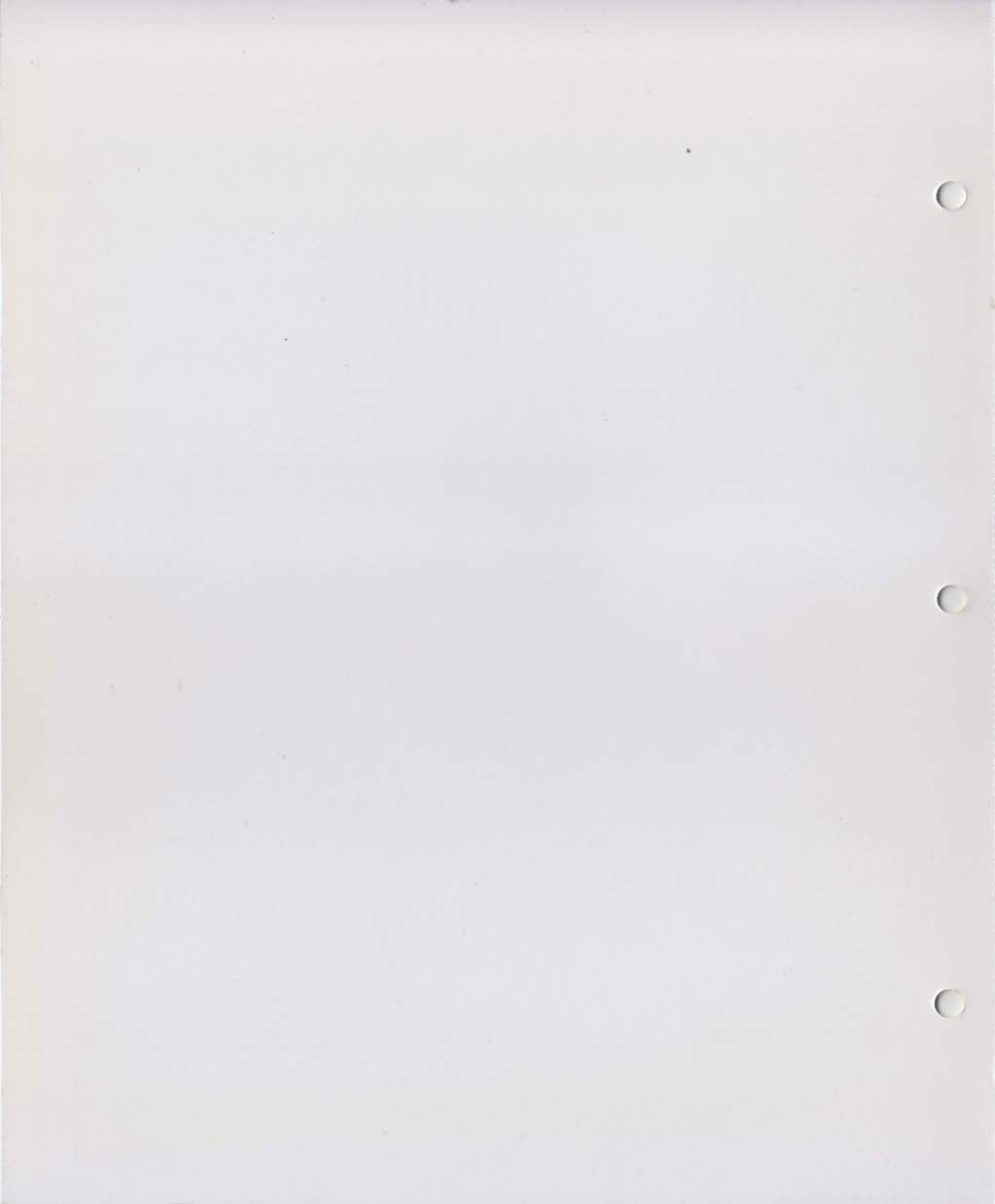
More Information?

If you need further information or have any queries contact Marcoms at Apple Computer Australia Pty Ltd.
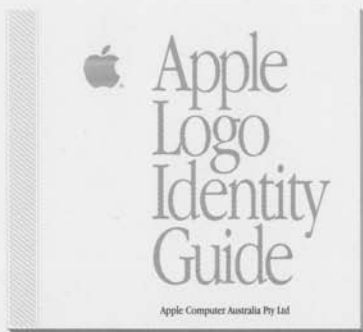
Section Six: Resources

Apple Logo Identity Guide

- CD Contents
- 'Cut & Paste' logos (plastic wallet)
- Pantone 'tear-off' swatches

CD contents

Apple Logo Identity Guide

Apple Computer Australia Pty Ltd

When using files from the CD, please use only the signature that is appropriate to your business. Any other use of the Apple logo is in breach of your contract with Apple Computer Australia Pty. Ltd.

The files are not to be altered and must be used with reference to this guide.

Please follow the standards in The Apple Logo Identity Guide and keep the CD and binder together for easy reference.

NB - When sending files to a bureau or printing company you will need to include on your disk the EPS files used from the CD. All the logos and signatures have been converted so that no fonts are needed when printing them.

The CD contains nine folders with the signatures and one folder containing the Apple Garamond font. The Apple Computer folder also contains single Apple logos as well as the Apple Computer signatures.

Apple Logo & Signatures

Apple Logo & Signatures

10 items   1.3 GB in disk   610.3 MB available

*Apple Computer   Fonts for your System

*Authorised Distributor   *Authorised Reseller

*Authorised Retail Outlet   *Authorised Associate Reseller

*Authorised Service Provider   *Authorised Solutions Reseller

*University Consortium   *Authorised Specialist Reseller
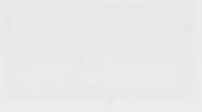
CD contents

The signatures are divided into 'spectrum' (four colour CMYK logos), and 'solid' (black, grey, red, white), versions. The spectrum signatures are then divided into logos to be used on light coloured backgrounds and those for use on dark colours and black (where the signature wording is white).

Horizontal signatures have the Apple logo to the left of the signature words and Vertical signatures have the words centred below the logo.

GIF and PICT versions of the Apple logo can be found in the Apple Computer folder - 'Spectrum (over 25mm)' and 'Solid (over 25mm)' folders.
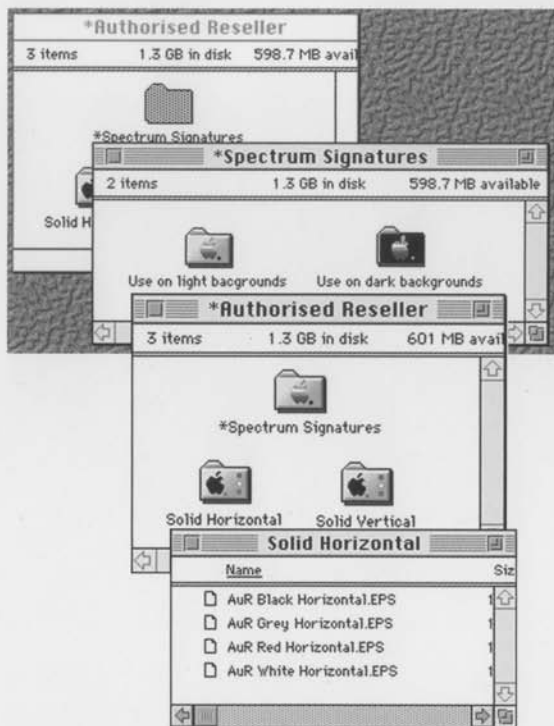
If you have any queries about your use of the Apple logo or your signature please contact Marcoms at Apple Computer Australia Pty Ltd.

Pantone 'tear-off' colour patches

Six-colour version of the logo:

PMS 368	PMS 368	PMS 368	PMS 368	PMS 368	PMS 368	PMS 368	PMS 368
PMS 123	PMS 123	PMS 123	PMS 123	PMS 123	PMS 123	PMS 123	PMS 123
PMS 165	PMS 165	PMS 165	PMS 165	PMS 165	PMS 165	PMS 165	PMS 165
PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186
PMS 253	PMS 253	PMS 253	PMS 253	PMS 253	PMS 253	PMS 253	PMS 253
PMS 299	PMS 299	PMS 299	PMS 299	PMS 299	PMS 299	PMS 299	PMS 299

Single-colour versions of the logo other than black:

PMS 423	PMS 423	PMS 423	PMS 423	PMS 423	PMS 423	PMS 423	PMS 423
PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186	PMS 186